

WESTERN UNION TELEGRAM

1400 14 COLLECT EX KANSAS CITY MO 10 987 A

WILFORD CONN

THESE MESSENGERS MUST HAVE GOODS AT ONCE WITH REPLY

WHERE ARE OUR WELL BRINKLEY HAVERS MUST HAVE GOODS AT ONCE WITH REPLY

POSTAL TELEGRAPH - COMMERCIAL CABLES

TELEGRAM

100 BY NY 140 PM

BR CINCINNATI

HAYES MESEROLE MFG CO

WILFORD CONN

SUBS IN CINCINNATI SOLD ONE HUNDRED HUNDRED DEALERS RESPONDING SURPRISED

WILFORD CONN

JACOB RESS

WESTERN UNION TELEGRAM

RECEIVED AT 2328 10 COLLECT

DETROIT MICH 1206 P O CT

HAYES MESEROLE MFG CO

WILFORD CONN

ROSE IMMEDIATELY ALL UNFILLED ORDERS WILL BRINKLEY HAIR WEVERS

812 1230 P

812 1130 P

WESTERN UNION TELEGRAM

RECEIVED AT 11 550 13 COLLECT

A J DONOHUE PRESIDENT HAYES MESEROLE MFG CO 10 WEST 25 NEW YORK N Y

WELL BRINKLEY HAIR WEVERS DOLLING TREMENDOUSLY HERE MUST HAVE ADDITIONAL

RESERVE STOCK

FRANCIS HARRIS

North American Import Co.

IMPORTERS-DISTRIBUTORS

880 SOUTH WABASH AVENUE

CHICAGO, ILL.

October 28th, 1922

The Hayes Meserole Manufacturing Co.,

WILFORD CONN.

Gentlemen:-

The dealers in this territory have definitely felt the 25-
 sponse to the full page in the American Weekly.

The demands on this territory make it advisable that this
 Office carry a reserve stock of about 2500 Gs. Instead of
 the original 500 planned.

I am enthusiastic about what the American Weekly did for us
 in this territory in giving us the use of their field men.
 It will affect materially not only the dealers and jobbers
 we have already established, but those we did not sell at
 first.

Yours very truly,

North American Import Co., Inc.,

Regards.

WESTERN UNION TELEGRAM

RECEIVED AT 11 140

Results!

-how a single Color Page in the American Weekly is swamping a manufacturer with orders-

THE response to the first advertisement that ever appeared in any publication for this Concern—representative of the large and quick results possible from the full color pages of The American Weekly. Full size newspaper pages, printed with smashing color effects, insure 100% reader attention. 100% reader attention in more than 3,500,000 homes, means REAL purchasing power.

Mr. A. J. Donohue, President of the Hayes-Meserole Manufacturing Company, Millford, Conn., writes The American Weekly as follows:

"I thought you would like to see some evidence of the tremendous response to our full page advertisement in the American Weekly, on 'Nell Brinkley' Hair Wavers.

"I am enclosing for you a handful of telegrams and letters that have been received since the publication of the advertisement.

"We have instructed our advertising agents to place a substantial color contract with you for 1923."

The American Weekly delivers a tremendous selling force—functioning the next day in sales. It is the most powerful means of moving merchandise ever placed at the disposal of National Advertisers.

A Magazine issued with the Sunday editions of

NEW YORK—American	CHICAGO—Herald-Examiner
SYRACUSE—American	WASHINGTON, D. C.—Times
ROCHESTER—American	ATLANTA—American
BOSTON—Advertiser	LOS ANGELES—Examiner
MILWAUKEE—Telegram	SAN FRANCISCO—Examiner
DETROIT—Times	SEATTLE—Post-Intelligencer

THE AMERICAN WEEKLY

NEW YORK, 1834 Broadway A. J. KOBLER, Manager CHICAGO, Hearst Building

WESTERN UNION TELEGRAM

RECEIVED AT 12 14 45 COLLECT BL

HAYES MESEROLE MFG CO

WILFORD CONN

OUR SALESMEN FOLLOWING HERALD EXAMINER MERCHANTS OF NEW HAYS PLACED WELL
 BRINKLEY HAVERS WITH SEVENTY FIVE PERCENT DEALERS CHICAGO AND ADJACENT
 TERRITORY STOCK CLEARED OUT WITH EXPRESS ONE HUNDRED GROSS FAST FREIGHT
 TWO HUNDRED DEALERS RECORDING IN SURPRISING MANNER CONGRATULATIONS FOLLO

ALLER BROS

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ALLER BROS

S.B. BLECHMAN & SONS, INC.

502-504 BROADWAY

NEW YORK

October 31, 1922

The Hayes-Meserole Mfg. Co.,
 Millford,
 Conn.

Dear Sirs:

The WELL BRINKLEY HAIR WEVER has scored a huge success!

With the excellent help of the merchandising and advertising
 staffs of the AMERICAN WEEKLY, we were able to secure a
 distribution of this Waver among 80% of the Dry Goods and
 Department Stores within a radius of 50 miles of New York City.

Ever since the appearance of the full page advertisement
 in the AMERICAN WEEKLY of October 28th, we have been swamped
 with orders for the WELL BRINKLEY HAIR WEVER.

In order that our supply of the WELL BRINKLEY HAIR WEVER
 may keep pace with the tremendous demand, we find it
 necessary to ask you to increase our order placed with you
 several weeks ago to 1000 gross. It is very urgent that a
 substantial portion of this order is shipped at once.

In conclusion, let us congratulate you and the publishers
 of the AMERICAN WEEKLY on this truly remarkable merchandising
 feat.

Very truly yours,

S. BLECHMAN & SONS, INC.

Sam Blechman

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The American Weekly

Read by over 3,500,000 families—"If you want to see the color of their money—use 'color'." A. J. K.